



BOXMASTER™ SOLUTIONS

DIGITAL LAUNCH PACKAGE

A TOTAL KNOCKOUT EXPERIENCE



CORE HEALTH & FITNESS

OVERVIEW

BUILD ON GREATNESS

BoxMaster is the latest training tool for boxing specialists and fitness enthusiasts alike. Designed by professional boxer Rai Fazio, the BoxMaster is great for improving stamina, coordination, agility and cardiovascular health. Its unique design allows members to throw any punch or combination of punches, with the feel of hitting a focus mitt. This new form of boxing style conditioning excites and encourage greater participation in group fitness training and will help improve member retention by offering an entirely different way to get in shape.

LAUNCH PACKAGE

Expand your program offerings with BoxMaster™ and improve your promotions with the BoxMaster™ Solutions Digital Launch Package. Contents like logos, images, editable posters and videos will help you promote your program and attract new members. Utilize the Core Health & Fitness education resources to empower your staff and energize your members, which will help them meet their fitness goals.

This digital launch package contains direct links to the downloadable content.

CONTENTS

OWNER SOLUTIONS

Facility Design	3
Resources	4

TRAINER RESOURCES

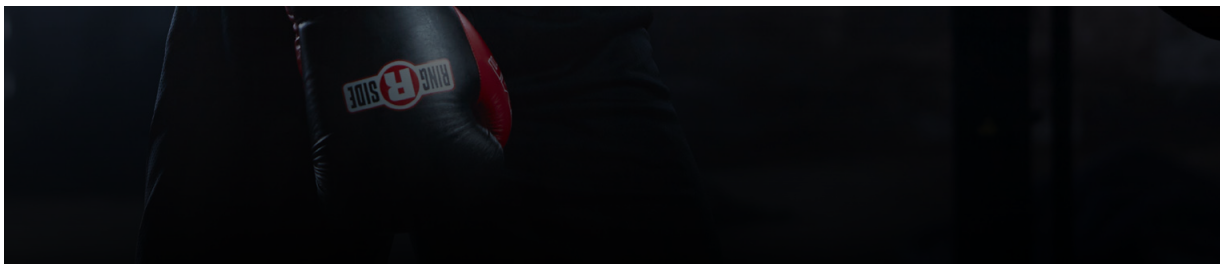
BoxMaster Trainer Package	6
---------------------------	---

MEMBERSHIP MARKETING

Product Portfolio	8
Logos	9
Free-Class Cards	10
Posters	11
Banners	12
Pop-up Posters	13
Email Blast	14
Editable Flyer	15
Photo Assets	16
Video Assets	17



OWNERSOLUTIONS



GETTING STARTED

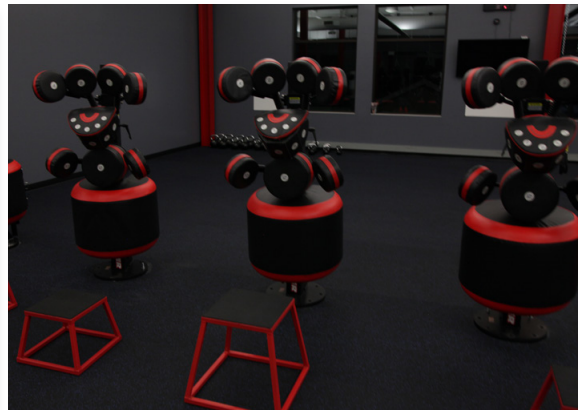
Integrating innovative programming, products and promotion into your facility is an ongoing challenge for owners and operators. In an consumer fitness environment change and innovation are a requirement for client engagement, client retention and business success.

Core Health & Fitness is excited to offer BoxMaster products, programing and marketing tools to help you drive new programing opportunities that will assist in your business growth, space utilization, training revenue and client satisfaction. In addition, you will be providing more opportunities to build community within your facility and expand your high intensity offerings with an exciting and unique form of boxing style conditioning.

FACILITY DESIGN

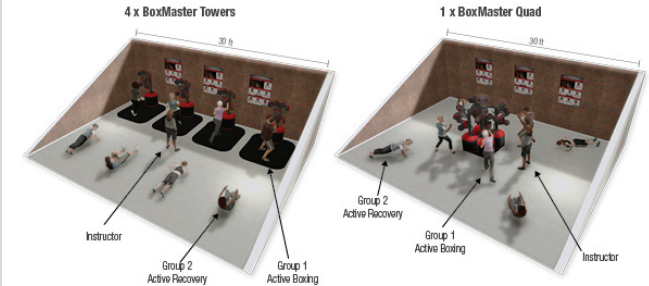
FINDING A PROPER LAYOUT

Figuring out how to maximize your space is an important aspect of designing the layout. There are many things to consider that could impact the room configuration, like whether you are creating a focused boxing area or a HIIT circuit. How you arrange your space will largely come down to usage and preference, so we have included examples of a variety of spaces and floor plans as well as a facility set up quick guide to help you figure out what will work best for your facility.

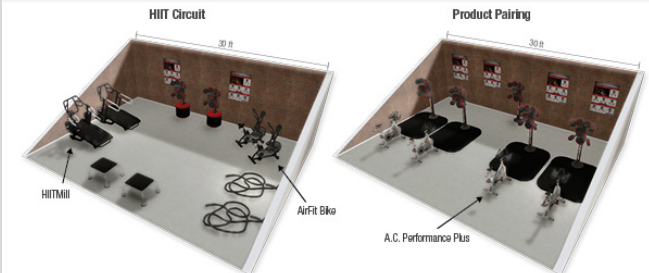


BoxMaster Facility Set Up - Quick Guide

A simple BoxMaster® training room can be created with 4 Single BoxMaster units or one BoxMaster Quad station. This allows for up to 8 participants (plus the instructor) in the area at any one time. This can be scaled up to allow for more participants.



BoxMaster® can also be used as a station in a HIIT circuit, or paired with another product like an indoor cycle or AirFit for an more varied conditioning program.

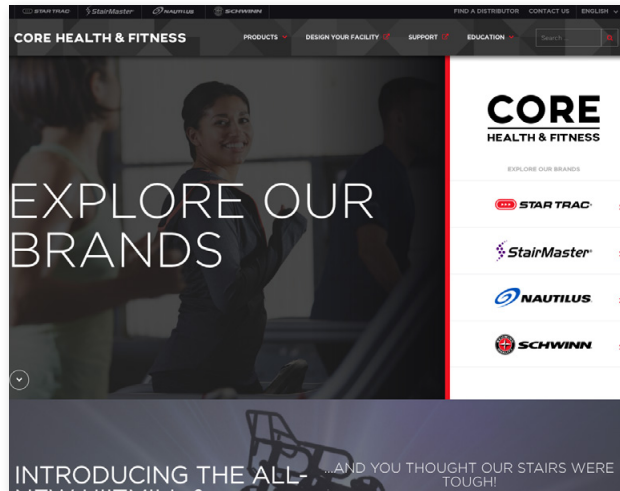


Layout Guide

RESOURCES

WE ARE HERE TO SUPPORT YOU

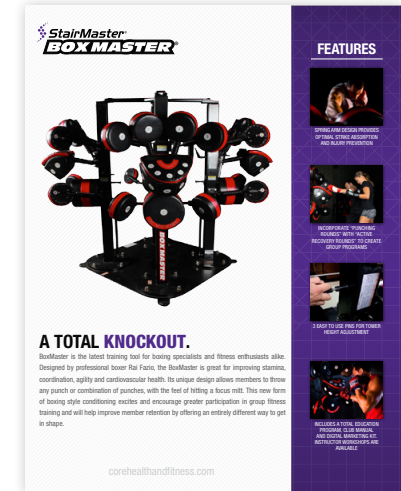
To drive BoxMaster® programs in your facility you will need the correct tools and some time with your Core Health & Fitness representative to establish a space plan and determine which products best suit your facilities needs. Our knowledgeable staff is here to support you through each step from inception, to successful launch and beyond.



Core Health & Fitness Website



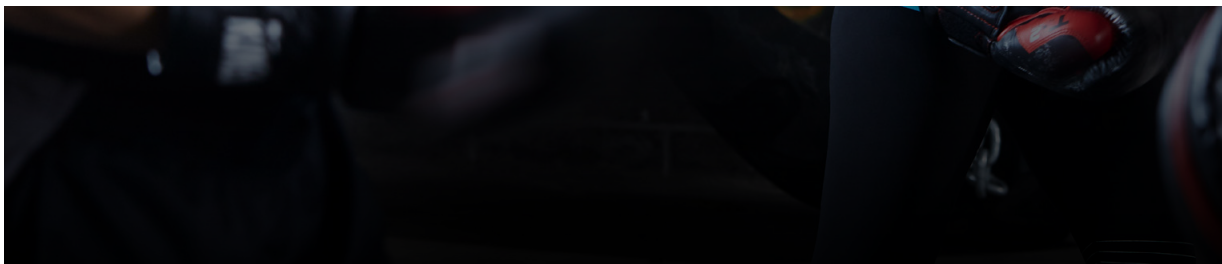
2017 Digital Catalog



BoxMaster Sell Sheet



TRAINERRESOURCES



TRAINING

To help you get started training innovative and engaging BoxMaster courses we have put together a full package of trainer resources including practical evaluation, schedule and lesson plan documents, registration and waiver form, and an instructor workshop manual with striking fundamentals, room diagrams and workouts.

This package is meant to coincide with an instructor certification course however it also serves as a useful reference for facility staff and trainers.

BOXMASTER TRAINER PACKAGE

BOXMASTER

INSTRUCTOR PRACTICAL EVALUATION

BOXMASTER

Master Trainer - Schedule and Description

Course name: BoxMaster® Instructor V

Course description:
The BoxMaster Instructor Workshop is aimed at providing a small group training session using the BoxMaster tower used in a gym.

Course time: 4 hours

REPS value: 4 CPD's

Learning Aims:

- Learn how to safely throw a punch
- Learn how to teach participant's to safely throw each style
- Learn the structure of a BoxMaster class
- Learn how to lead participant's through a Boxmaster class

Agenda (9am – 1pm) or (1pm – 5pm)

5 min	Welcome & Master Trainer Introduction
10 min	Workshop Introduction & Waiver Form
5 min	BoxMaster Overview
5 min	Safety and set up of the BoxMaster area
5 min	Set up of the BoxMaster tower
15 min	Review of applicable Exercise Physiology
15 min	Key body positions in boxing
40 min	How to throw each punch (including formative assessment)
5 min	Additional boxing movements
15 min	BREAK
30 min	How to throw combination punches
15 min	Coaching skills and recognising /correcting poor technique
15 min	Examples of 'Rest & Active Recovery' exercises
30 min	BoxMaster Small Group Class example
15 min	Questions/Evaluation & Wrap up (Manual, Certificate)

Notes:

Active workshop with formative assessment

Formative assessment is ongoing assessment of the participants, providing all participants to leave the workshop with a good understanding of BoxMaster and their client's technique.

Post Workshop Administration:

- Complete the formative assessment sheet
- Collate and correct the Participants List using the Registration/Waiver Form
- Return the following to the office:
 - Corrected Participant List
 - Registration/Waiver forms
 - Assessment sheet
 - Workshop Evaluation forms
 - Invoice with numbered Receipts as per the MT agreement

Core Health & Fitness LLC © 2016

BOXMASTER

Master Trainer

BOXMASTER

CERTIFICATION OF ATTENDANCE

This is to recognize _____

For successful completion of _____

BOXMASTER INSTRUCTOR WORKSHOP

Master Instructor _____

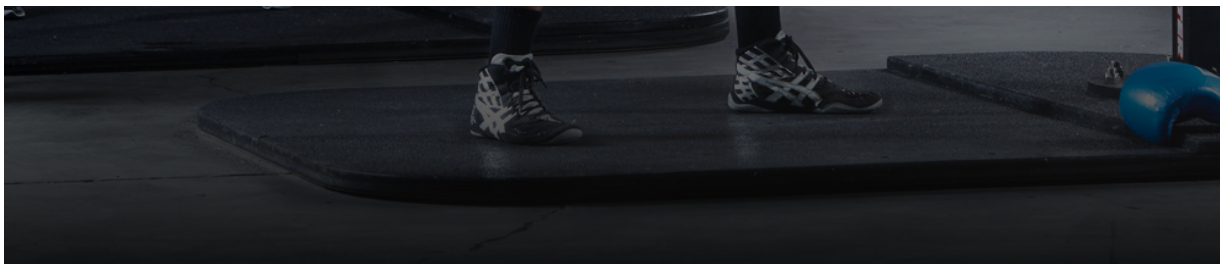
Rai Fazio
Rai Fazio Certified

CORE
HEALTH & FITNESS

BoxMaster Trainer Package



MEMBERSHIP **MARKETING**



THE POWER OF PROMOTION

The final component of the successful launch is making sure your staff, your clients and your community know you are innovating and growing your program offerings.

We have included numerous editable digital tools to empower you to promote your facility internally with posters, client handouts and a variety of content. You also have the ability to promote your programs externally with print, web and social media tools.

Our instructional BoxMaster posters, videos, and manual allow you to create a self-guided BoxMaster section in your facility, giving members easy to follow guides and workouts to use while getting acquainted with BoxMaster.

Start your promotions at least 30 days prior to your program launch to maximize attendance and build excitement.



PRODUCT PORTFOLIO

BoxMaster Tower

BoxMaster Kick Pad

BoxMaster Base

BoxMaster Quad

LOGOS



BOXMASTER[®]



BOXMASTER[®]

BoxMaster Logos

FREE-CLASS CARD



1 FREE BOXING CLASS

YOUR LOGO HERE

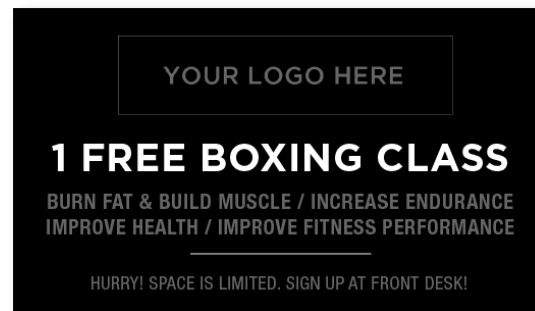
A TOTAL KNOCKOUT

- BURN FAT & BUILD MUSCLE
- INCREASE ENDURANCE
- IMPROVE HEALTH
- IMPROVE FITNESS PERFORMANCE

HURRY! SPACE IS LIMITED. SIGN UP AT FRONT DESK!



CORE HEALTH & FITNESS




5 x 7 in / 12.7 x 17.8 cm
Post Card

3.5 X 2 in / 8.9 x 5 cm
Business Card

BOXMASTER POSTERS

BOXMASTER StairMaster®

INTRO / FAMILIARISATION ROUND Round ONE



1 + 2 x20
Straight Left Jab Straight Right

Round TWO Round THREE Round FOUR

3 + 4 x20
Left Hook Right Hook

7 (WEAVE) 8 x20
Short Left Hook Short Right Hook

6 + 5 x20
Left Uppercut Right Uppercut

Round FIVE Round SIX Round SEVEN

10 + 11 x20
Left Body Rip Right Body Rip

SQUAT + 12 x20
Straight Left Jab Straight Right

9 x20
Vertical Uppercut

StairMaster® BOXMASTER®

HOW TO SET UP

- LOOSEN ALL 3 TIGHTENING NUTS.
- ONCE LOOSE, ADJUST HEIGHT BY PULLING DOWN ON THE PLATE FROM THE ARMS & LEFT SIDE ONLY.
- TOWER SHOULD BE ADJUSTED TO A HEIGHT THAT THE BALL LEVELS WITH THE TOP OF YOUR HEAD.
- ONCE AT PROPER LEVEL, SECURE BY TIGHTENING NUTS & MAKE SURE LOWER PIN IS COMPLETELY FLAT.

WARM UP - FAMILIARIZATION ROUND

1 + 2 x 20 LEFT JAB STRAIGHT RIGHT
3 + 4 x 20 LEFT HOOK RIGHT HOOK
6 + 5 x 20 LEFT UPPERCUT RIGHT UPPERCUT
10 + 11 x 20 RIGHT RIP LEFT RIP

DURATION OF ROUNDS CAN BE 90 TO 100 SECONDS. ALLOW SAME AMOUNT OF TIME FOR ACTIVE RECOVERY BETWEEN EACH ROUND.

BASIC BOXING COMBINATIONS

BASIC MOVEMENT (BOUNCING ON TOES)

THIS IS A SIMPLE TRANSFERRING OF YOUR BODY WEIGHT FROM LHS TO RHS, FOOT TO FOOT, FORWARD & BACK. STOP BOUNCING AND STABLE WHEN PUNCHING. THEN MOVE AWAY AND RESUME BOUNCING. THIS TECHNIQUE INCREASES YOUR CATCH, OPPOSED TO STANDING PLAT-FOOTED BETWEEN COMBO.

1 + 2 ROUND 1
1 + 2 + 3 ROUND 2
1 + 2 + 3 + 4 ROUND 3
1 + 2 + 3 ROUND 4
1 + 2 + 6 + 5 ROUND 5
1 + 10 + 11 + 6 ROUND 6

1 THE JAB (STRAIGHT LEFT)
THE LEFT JAB SIMPLY TRAVELS OUT FROM THE LEFT SIDE OF THE CHIN IN A DIRECT LINE TO PAD 1.
1 UPON LANDING, YOUR RIGHT FOOT ROTATES THE HAND SO THAT THE FOOT LANDS SQUARE IN A HORIZONTAL POSITION.
2 ONCE YOU MAKE CONTACT THE FOOT RETRACTS IN A STRAIGHT LINE DIRECTLY BACK TO THE CHIN.

2 STR (RIGHT)
POWER PUNCH DOWN FROM CHIN, LINE LEFT & RIGHT, TRAVELING IN A STRAIGHT LINE TOWARD THE RIGHT PAD.
3 SAME ROTATION FOR LEFT JAB.
4 ONCE THE PAD FEEL IS SETTING, THE EDGE OF THE

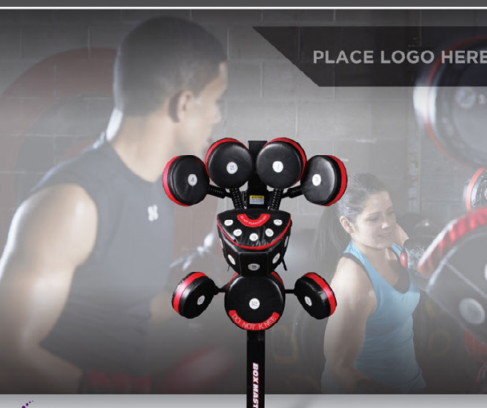
3 THE RIGHT UPPERCUT
A DIAGONAL UPPERCUT TO PAD 5.
THE RIGHT UPPERCUT IS CALLED FROM THE RIGHT HAND SIDE OF THE CHIN AND IS A DOWN-DIAGONAL PUNCH THROUGH TO PAD 5.

4 THE LEFT UPPERCUT
A DIAGONAL UPPERCUT TO PAD 6.
THE LEFT UPPERCUT IS DELIVERED FROM THE LEFT HAND SIDE OF THE CHIN AND IS A DOWN-DIAGONAL PUNCH THROUGH TO PAD 6.

STAR TRAC StairMaster NAUTILUS SCHWINN
CORE HEALTH & FITNESS

**NEW INNOVATION
MORE PERSPIRATION**

PLACE LOGO HERE



StairMaster® BOXMASTER® TOWER

COMING SOON

STAR TRAC StairMaster NAUTILUS SCHWINN
CORE HEALTH & FITNESS

BoxMaster Posters
24 x 36 in / 61 x 91.4 cm

BOXMASTER BANNERS



BoxMaster Banners
24 x 36 in / 61 x 91.4 cm

POP-UP POSTER

KNOCK OUT YOUR WORKOUT

INTRO / FAMILIARISATION ROUND

Round ONE

1 + 2 x20
 Straight Left Jab Straight Right

Round TWO

3 + 4 x20
 Left Hook Right Hook

Round THREE

7 (WEAVE) + 8 x20
 Short Left Hook Short Right Hook

Note: Begin with legs wide apart and maintain correct distance from BOXMASTER. With hands along side chin weave under and up to the side of target allowing you enough room to hit target, then weave back under and up to the other side and do the same.

Round FOUR

6 + 5 x20
 Left Uppercut Right Uppercut

Round FIVE

10 + 11 x20
 Left Body Rip Right Body Rip

Round SIX

SQUAT + 12 x20
 Straight Left Jab Straight Right

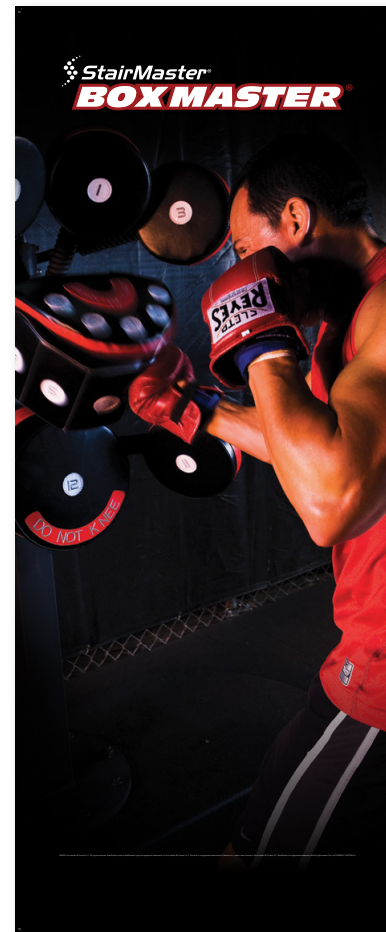
Round SEVEN

9
 Vertical Uppercut

Note: Drop right leg back and in line with BOXMASTER post at 6 o'clock position. Use right fist, then adopt opposite side stance and use left fist.

BoxMaster® is the latest training tool for boxing specialists and fitness enthusiasts alike. Designed by professional boxer Ric Fairer, the BoxMaster® is great for improving stamina, coordination, agility and cardiovascular health. Its unique design allows members to throw any punch or combination of punches, with the feel of hitting a focus mitt. This new form of boxing style conditioning excites and encourage greater participation in group fitness training and will help improve member retention by offering an entirely different way to get in shape.

BOXMASTER StairMaster



BoxMaster Pop-up Posters
 24 x 64 in / 61 x 162.5 cm

EMAIL BLAST



StairMaster
BOX MASTER



A TOTAL KNOCKOUT

Designed by professional boxer Rai Fazio, the BoxMaster's unique design allows members to throw any punch or combination of punches, with the feel of hitting a focus mitt. This new form of boxing style conditioning excites and encourage greater participation in group fitness training and will help improve member retention by offering an entirely different way to get in shape.

COREHEALTHANDFITNESS.COM

For more information please call: +1 (888) 678-2487 or email sales@corehandf.com

CORE HEALTH & FITNESS

©2017 Core Health & Fitness LLC. All rights reserved. Schwinn is registered trademarks of Nautilus Inc. used under license to Core Health & Fitness LLC.

Email Marketing Content
600 x 844 px

EDITABLE FLYER



BoxMaster Flyer Template
8.5 in x 11 in / 21 x 29.7 cm

PHOTO ASSETS

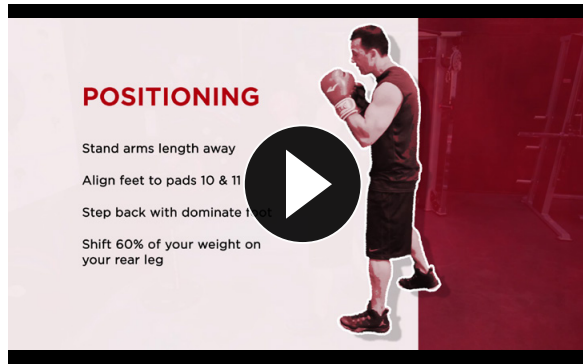


BoxMaster Lifestyle Images

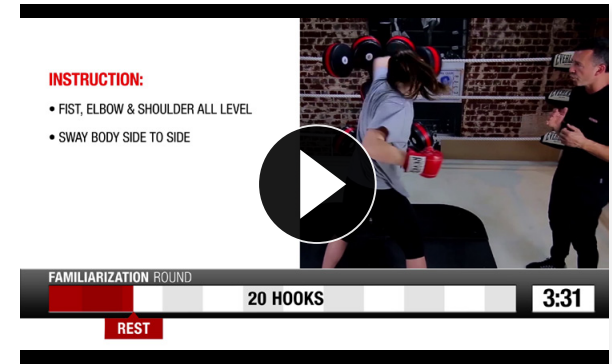
VIDEO ASSETS



BoxMaster Sizzle Video



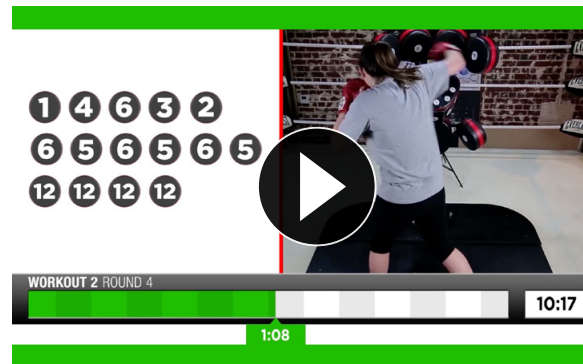
BoxMaster - Set Up



BoxMaster - Familiarization Round



BoxMaster - Workout 1



BoxMaster - Workout 2



BoxMaster - Workout 3

CORE

HEALTH & FITNESS

FOR MORE INFORMATION CONTACT:

SALES@COREHANDF.COM